

**GOVERNMENT OF TELANGANA
ABSTRACT**

ITE&C Department – IMAGE Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad for the first year 2016-2017 and second year 2017-18 - Orders - Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS
(Promotions) DEPARTMENT**

G.O.Rt.No. 129

**Dated: 06-12-2019
Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:01.05.2018 of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad.
3. Minutes of the 4th CCAVCGI meeting held on 26.07.2018.
4. G.O.Rt.No.740, Finance (EBS.I) Department dt:14.05.2019.
5. U.O.Note.No.ITEC-12/BDGT/08/2019, ITE&C Dept, dt:15.05.2019.

ORDER:

Government in the IMAGE Policy issued vide G.O. reference 1st read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State.

2. In pursuance of the said orders, M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad vide reference 2nd read above has submitted an application for reimbursement of lease rental subsidy incentive for the first year 2016-2017 and second year 2017-18 . The company has taken 1500 qft space on lease/rent at Plot No.57, Road No.72, Prashasan Nagar, Jubilee Hills, Hyderabad.

3. As per IMAGE Policy, AVCG Industry would be eligible for reimbursement of 25% subsidy on lease rentals up to Rs.5 lakhs per annum maximum up to a period of three years.

4. The company has applied for two years i.e. 2016-17 and 2017-18. The total lease rental paid by the company for June, 2016 to March 2017 is Rs.2,34,000/-. 25% of the total amount is arrived at Rs.58,500/-. As such, the company is eligible for reimbursement of Lease rentals limited to Rs.58,500/- only. The total lease rental paid by the company for April, 2017 to March 2018 is Rs.3,44,100/- 25% of the total amount is arrived at Rs.86,025/-. As such, the company is eligible for reimbursement of Lease rentals limited to Rs.86,025/- only. The total eligible amount for two years comes to Rs.1,44,525/-.

5. The 4th CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 3rd read above recommended that M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad is eligible for reimbursement of lease rental subsidy for the first year 2016-17 and for the second year 2017-18.

6. In the G.O. reference 4th read above, the Finance Department has released BRO to ITE&C Dept as additional funds towards meeting the expenditure in relaxation of treasury control and quarterly regulation orders pending inclusion in the Supplementary Estimates 2019-2020, under the Head of Account:330 - Subsidies for an amount of Rs.2,91,97,000/-.

7. Taking into consideration the recommendations of CCAVCGI vide reference 3rd read above, Government after careful consideration, hereby sanction and release an amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad towards Lease Rental Subsidy for the first year 2016-2017 and second year 2017-2018.

8. The amount sanctioned in Para.7 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

9. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) sanctioned in Para.7 above and arrange for payment after duly applying the TDS in favour of M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad.

10. M/s.Ekaa Animation Studios Pvt Ltd, Hyderabad shall submit advance stamped receipt for Rs.1,44,525/- (Rupees One Lakh Forty Four Thousand Five Hundred and Twenty Five only) to this Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

JAYESH RANJAN
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s.Ekaa Animation Studios Pvt Ltd, Plot No.57, Road No.72, Prashasan Nagar, Jubilee Hills, Hyderabad.
The Accountant General (Audit), Telangana, Hyderabad
The Accountant General (A&E), Telangana, Hyderabad
The Director of Treasuries and Accounts, Telangana, Hyderabad
The District Treasury Officer, Urban, Hyderabad
The Pay and Accounts Officer, Telangana, Hyderabad
The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad
The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:
Fin. (EBS.I) Department
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// FORWARDED : : BY ORDER //

SECTION OFFICER